

FIG. 1

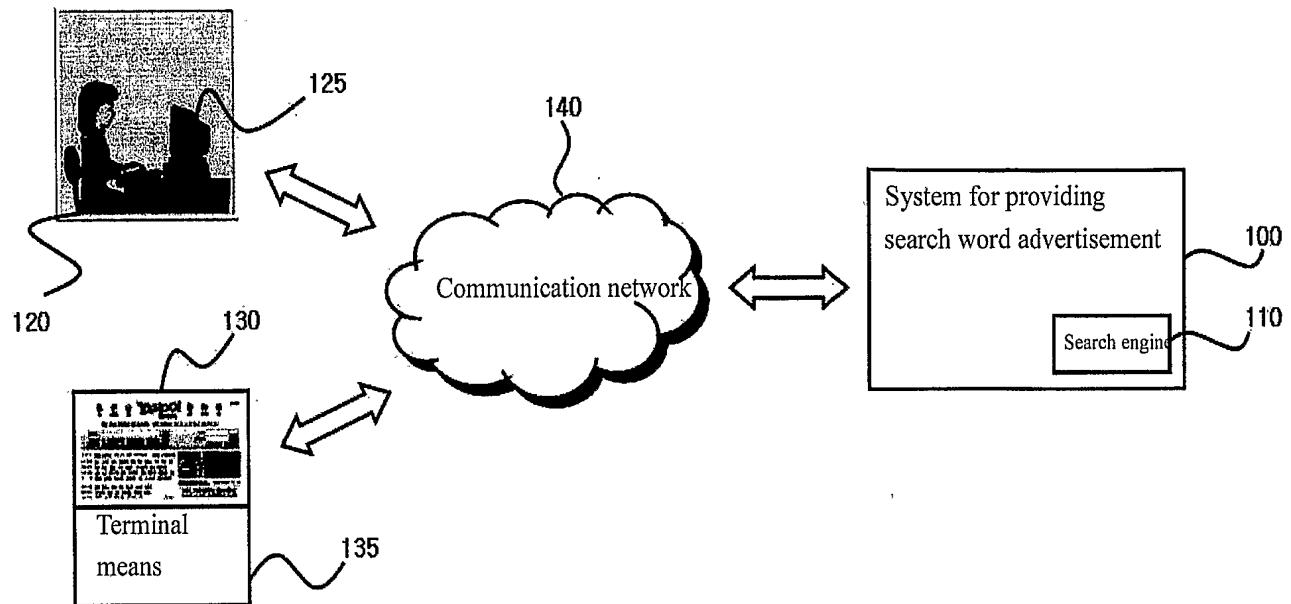
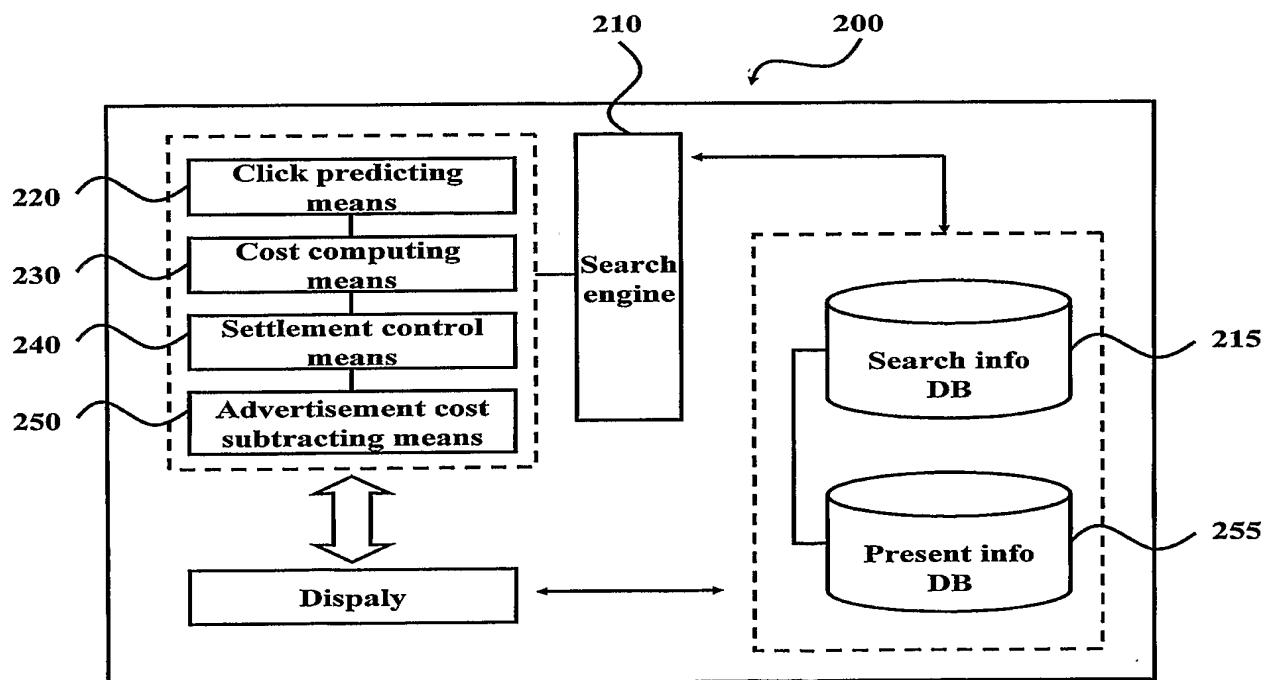


FIG. 2



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FIG. 3

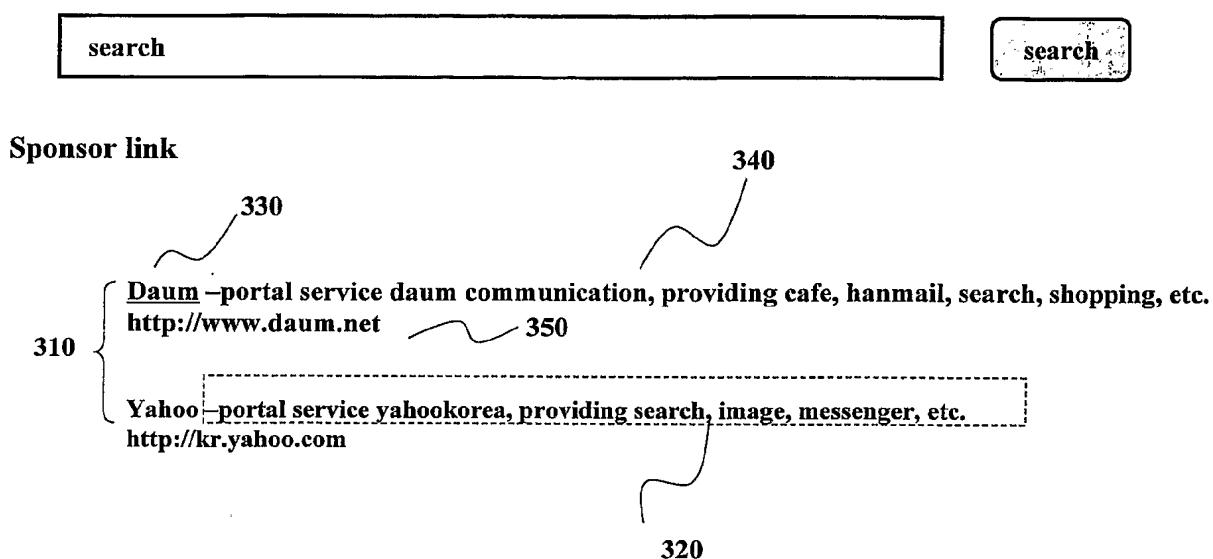


FIG. 4

Date	X(date)	Y(clicks)	XY	X^2	Trend value	Daily elements
2003-12-21	1	8	8	1	17.01	0.47
2003-12-22	2	14	28	4	17.15	0.82
2003-12-23	3	18	54	9	17.29	1.04
2003-12-24	4	36	144	16	17.43	2.07
2003-12-25	5	22	110	25	17.57	1.25
2003-12-26	6	20	120	36	17.71	1.13
2003-12-27	7	4	28	49	17.85	0.22
Average	4	17.43				
Total			492	140		

$$Y' = MX + b = 0.14X + 16.87$$

Date	X(date)	Y'(expected clicks)	Daily element applied
2003-12-28	8	17.99	8.46
2003-12-29	9	18.13	14.80
2003-12-30	10	18.27	19.02
2003-12-31	11	18.41	38.02
2004-01-01	12	18.55	23.23
2004-01-02	13	18.69	21.11
2004-01-03	14	18.83	4.22
The max number of expected clicks		128.87	128.86

FIG. 5

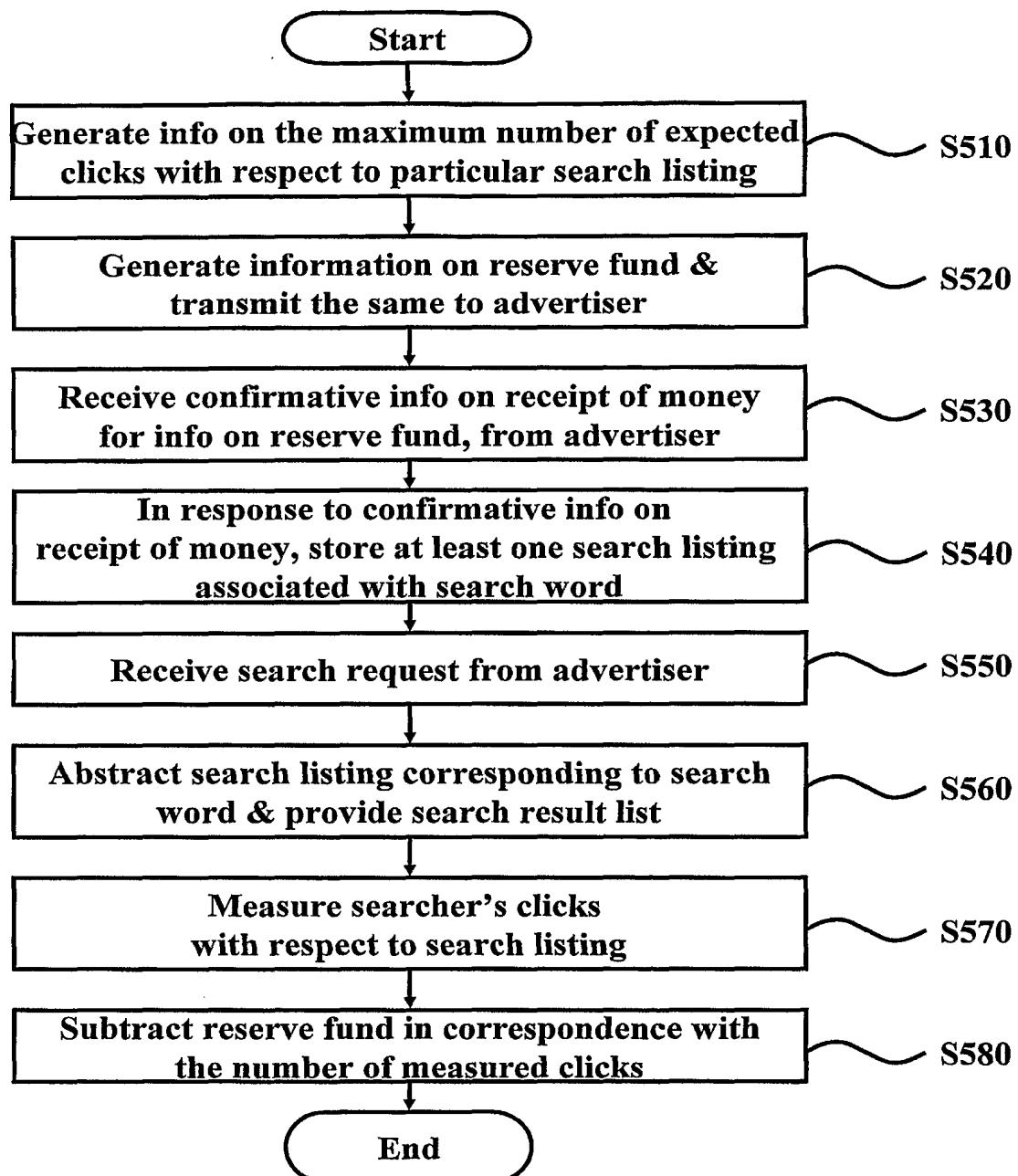


FIG. 6

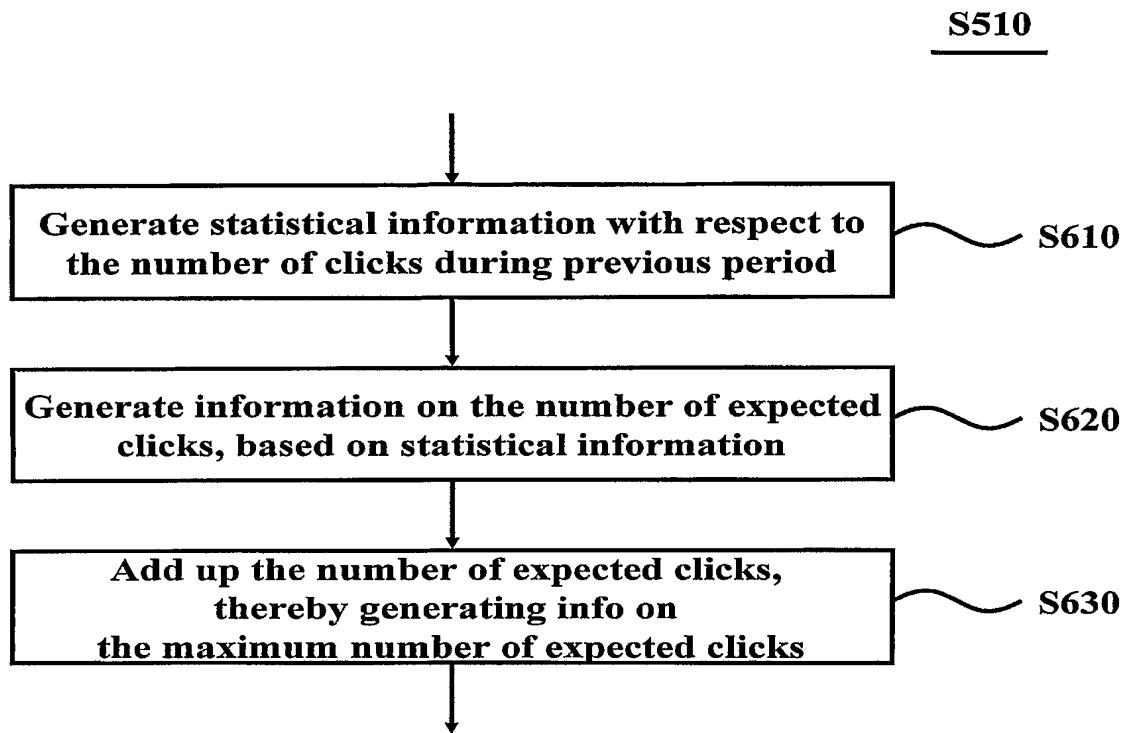


FIG. 7

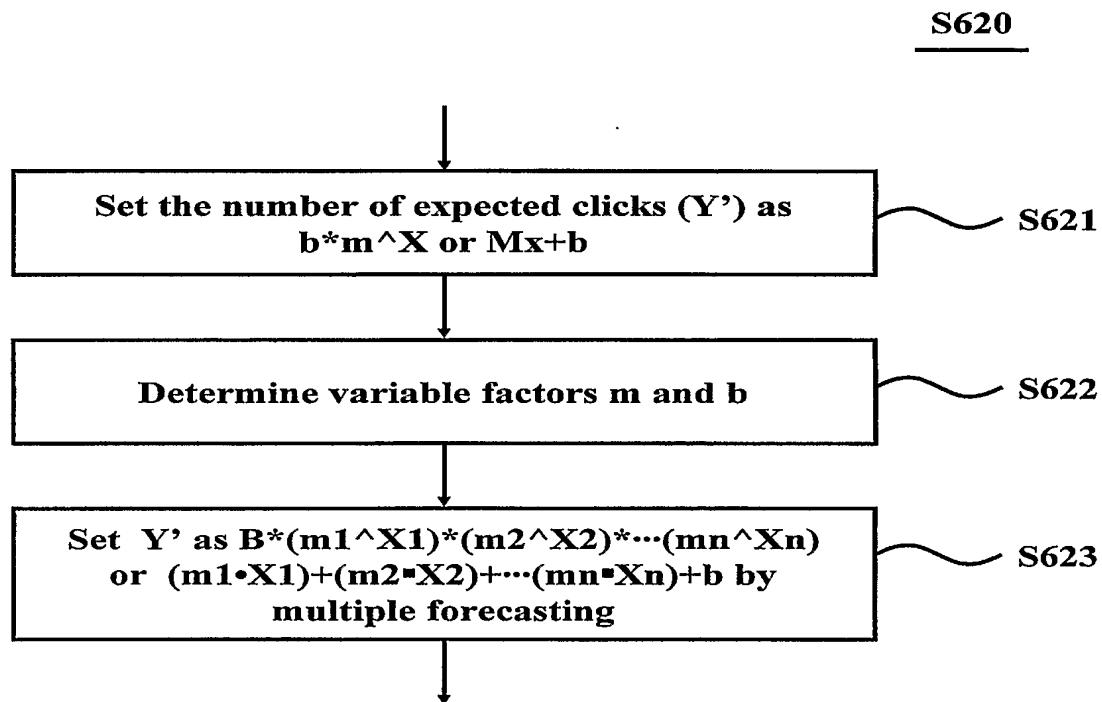


FIG. 8

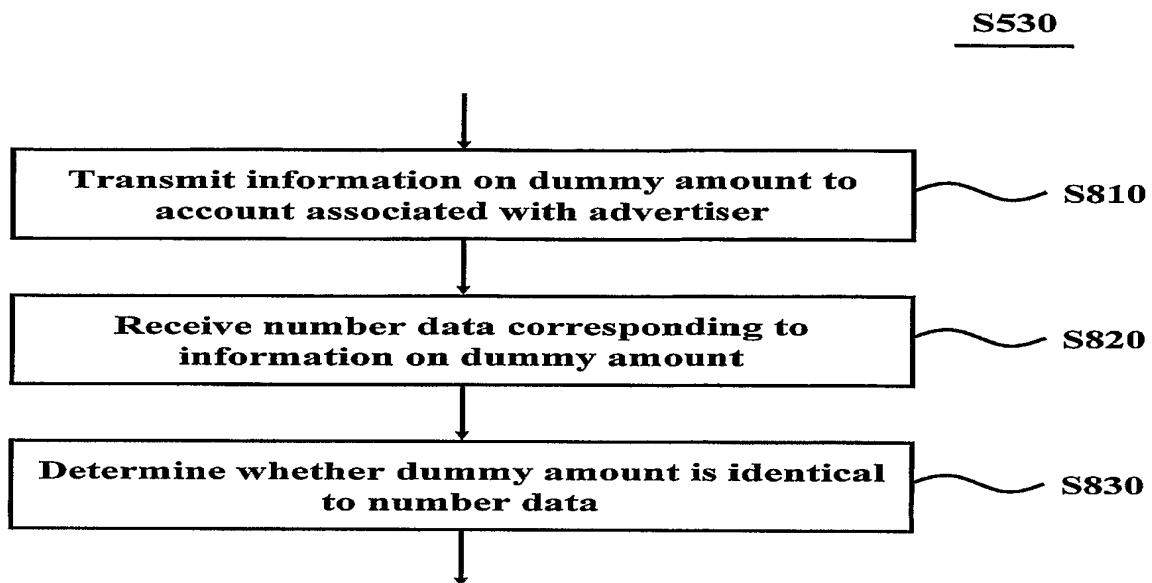


FIG. 9

Flower delivery sponsor link 3rd

Contract CPC	1,000 won	Order date	2003-05-25
The number of clicks	3,400	Contract period	2003-06-01~2003-06-30(30)
Contract amount	3,400,000 won		
Account number	Bank of Korea 111-222-3333 (customer: HONG Gildong)		
Advertised date	14th		
The number of impressions	7,251	The number of daily average clicks	125
The number of clicks	1,758	The number of expected clicks	3,767
CTR	24.2%	The number of clicks beyond expectation	367
Spent amount for ad	1,758,000 won		
Remaining amount	1,642,000 won	Predicted date for free advertisement	2003-06-29

FIG. 10

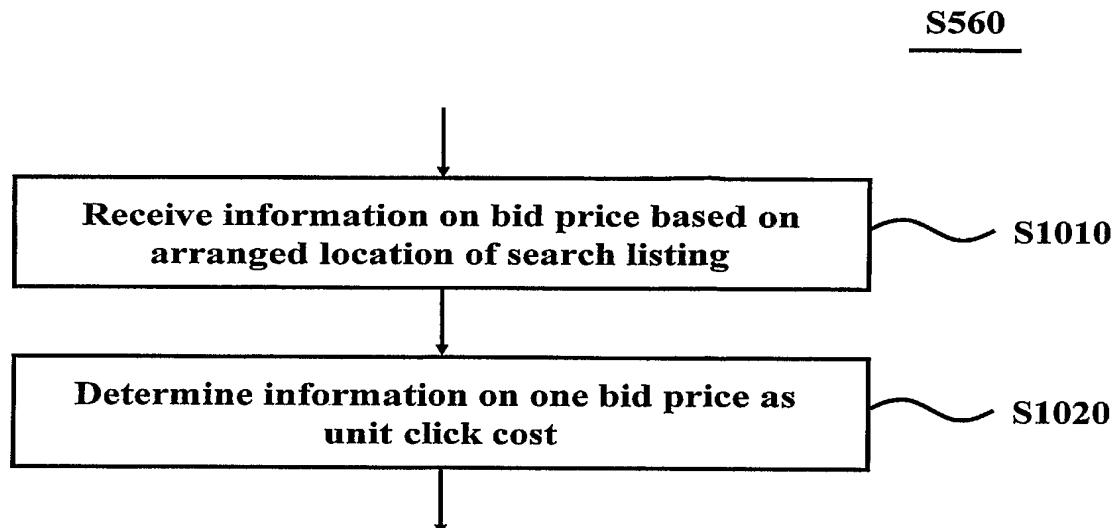
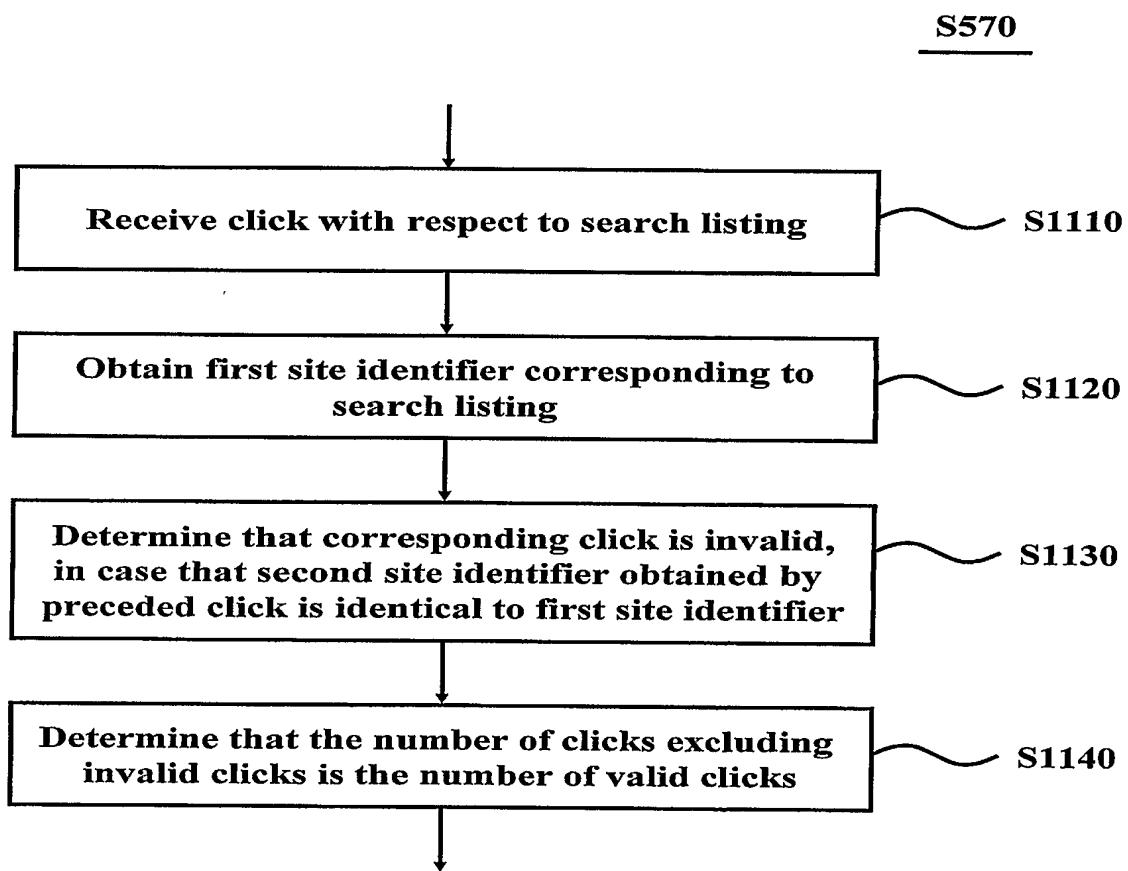


FIG. 11



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FIG. 12

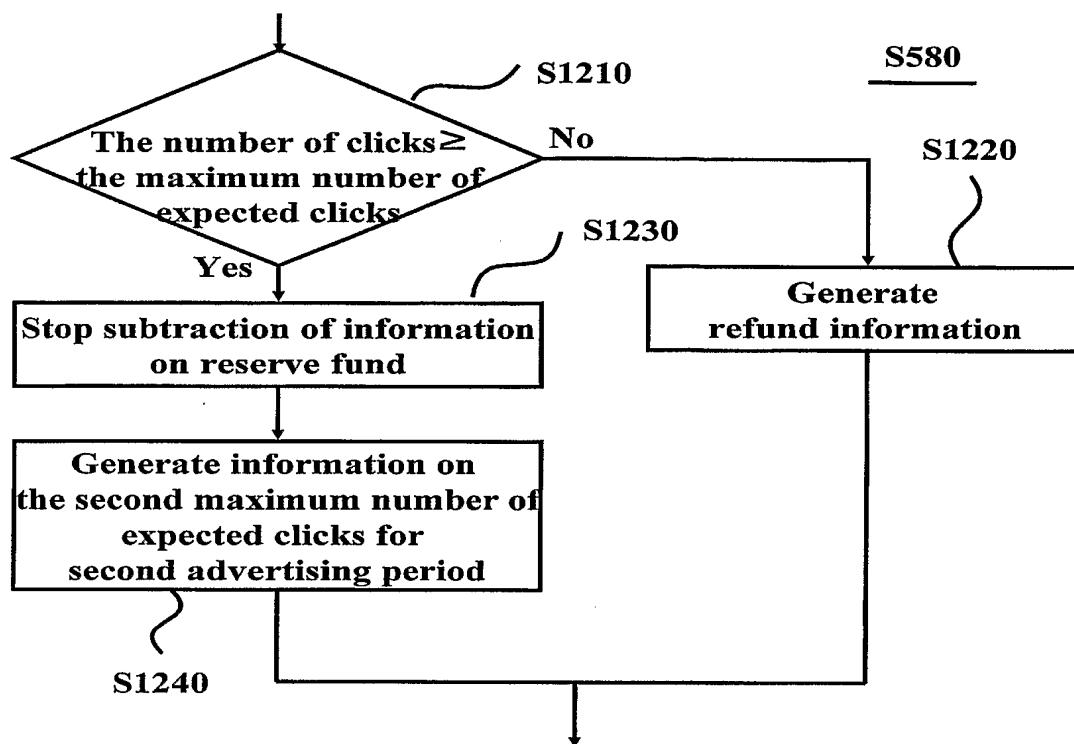
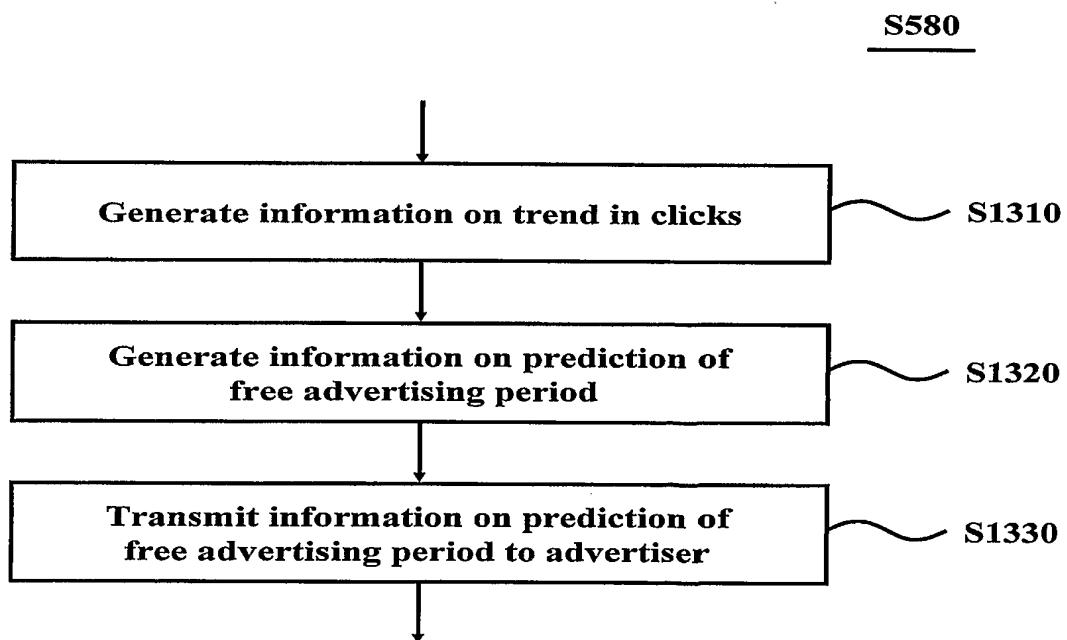


FIG. 13



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FIG. 14

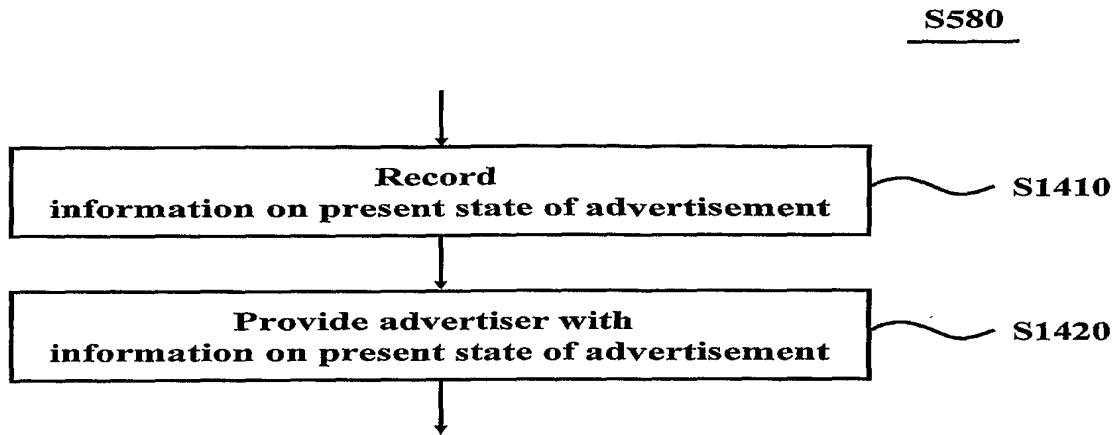


FIG. 15

2003-12	▼	Month	Reports
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Date	Impression	Click	CTR[%]	UV
2003-12-01	2,814	182	6.47	102
2003-12-02	2,626	167	6.36	135
2003-12-03	2,501	161	6.44	94
2003-12-04	2,563	170	6.63	87
2003-12-05	2,622	150	5.72	148
2003-12-06	1,604	91	5.67	66
2003-12-07	1,455	94	6.46	55
2003-12-08	2,679	175	6.53	91
2003-12-09	2,663	147	5.52	98
2003-12-10	2,574	163	6.33	128
2003-12-11	2,450	146	5.96	128
2003-12-12	2,423	150	6.19	146
2003-12-13	1,565	78	4.98	66
2003-12-14	1,384	140	10.12	117
2003-12-15	2,795	193	6.91	98
Average	2,315	147	6.36	104
Total	34,718	2,207	6.36	1,559

FIG. 16

* Please push 'send' button after inputting the additional total sales by advertising time and naver ad.			
Period	2003-11-01	~	2003-11-30
Total sales	15,000,000	won	
	send		
Contract CPC	500	won	
The number of contract clicks	12,000		
Advertisement cost	6,000,000	won	
The number of actual clicks	13,250		
Actual CPC	453	won	
Total sales	15,000,000	won	
Added benefits	9,000,000	won	
ROI	150%		

FIG. 17

